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## **Creative Kernow**

### **Cultivator**

### **Generalist Creative Business Advisor (full time)**

**Salary - £35,700**

**Fixed term contract until 30.6.23**

**Application deadline – Friday 8<sup>th</sup> July at noon**

**Interview date – Wednesday 13<sup>th</sup> July**

## **The Project**

At Cultivator, our team of Creative Business Advisors offer bespoke and highly-specialist business advice, guidance and coaching to help creative businesses thrive.

Funded by the European Social Fund, the European Regional Development Fund, HM Government, Arts Council England and Cornwall Council, the Cultivator programme provides a wide range of opportunities for Cornwall and the Isles of Scilly's creative industries Small to Medium Enterprises (SMEs) to access relevant business and skills advice and support. The programme includes creative industries specific Information, Advice and Guidance (IAG); mentoring; sector relevant training; grant programmes; internships and other activities to help grow creative industries businesses.

[www.cultivatorcornwall.org.uk](http://www.cultivatorcornwall.org.uk)

The lead partner and the employer for this post is Creative Kernow, one of Cornwall's leading creative sector organisations. Cultivator also has four delivery partners - Cornwall College, the Real Ideas, Cornwall Council and the University of Plymouth.

## **Job Description**

You will be at the heart of delivery of the project, working closely alongside our five Creative Business Advisors who have dedicated specialist areas – Performance and Literature Arts; Digital; Design; Visual Arts and Crafts; Museums and Public Galleries. The team also includes a Graduate Start-up Advisor.

The role of the Generalist Creative Business Advisor (GCBA) will be to:

- Provide general business support and guidance to clients from across all the Creative Industries sub sectors. This includes, but is not limited to, a mix of early stage businesses and individuals with a minimum of 2 years trading history as well as established individuals requiring more general business support to unlock the next stage of growth.
- In partnership with the other CBAs undertake research as required on behalf of the client businesses.

- Assist in the running of business skills sessions specifically for new clients, through our Cultivator Business Planning Sessions and broader programme of learning delivered by external trainers.
- Guiding new clients through the programmes of support available via Cultivator and ensuring they are also aware of the broader business support landscape

This job description is not an exhaustive list and we will expect you to carry out any other activities which may reasonably be required in accordance with the needs of the project. This means that we will expect you to be flexible and adaptable within your role.

## **1. Delivery**

- Undertake support sessions with clients on a one to one basis and provide support around relevant grant applications as needed
- Provide non-sector relevant business and business start-up related information and guidance e.g. tax, marketing, finance etc.
- Keep up to date with the full range of business support provision locally and nationally
- Promote and develop opportunities for businesses to network and trade locally through attendance at appropriate business events
- Develop and maintain working relationships with the C&IoS Growth and Skills Hub connectors team; Oxford Innovation and Unlocking Potential/Future Focus
- Provide relevant and up to date professional practice advice e.g. funding opportunities; knowledge of relevant sector development organisations regionally and nationally
- Track and monitor beneficiaries' engagement at intervals as required
- Undertake outreach activities to promote the services of the Cultivator project in conjunction with the Project Manager and administrative team
- Support the delivery of workshops on business development themes to Cultivator beneficiaries

## **2. Administration**

- Assist the administrative team and Project Manager in maintaining systems and procedures for monitoring of beneficiary engagement in conjunction with the Project Manager administer the following Cultivator project strands:
  - Individual Skills Grant programme
  - Mentoring Grant programme
  - Creative Investment Grant (where applicable)
- Maintain data collection for Cultivator, in accordance with ESIF regulations, to include DNA records, beneficiary timesheets, etc

- Assist the administrative team in maintaining ESIF eligibility records
- Provide regular reports to the Project Manager and Director on project progress against target and timescales agreed in the project action plan

### **3. Promote the Cultivator Programme**

- Responsible for encouraging individuals and groups to take advantage of the other elements of the Cultivator project
- Undertake outreach activities to promote the Cultivator project

### **4. Finance**

- Assist the Creative Kernow finance team with the monitoring requirements of funders
- Provide the Creative Kernow finance team with financial information as required

### **5. Other**

- Provide detailed quarterly reports to support ESIF quarterly returns, Creative Kernow board meetings and the Cultivator Project Advisory Group and any working groups which may be instituted from time to time
- Attend general staff and team meetings
- Other duties as may be required by the Cultivator Project Manager or Director

## **Person Specification**

### **Qualifications:**

We are particularly interested in your ability, experience and potential rather than your qualifications, so there are no formal minimum requirements.

### **Experience:**

Essential – we need you to show us that:

- You have experience of business coaching to SMEs or microbusinesses
- You have the ability to communicate one to one effectively and with empathy
- You have the ability to use appropriate questioning and listening skills to gather information
- You have creative sector-specific business knowledge and/or experience
- You have experience of dealing effectively with customer enquiries
- You have a good knowledge of the range of business functions such as marketing, financial, operational and management, and how they are inter-related in a small business (i.e. a generalist's perspective)
- You can show that you understand business management, growth and development, particularly in relation to growth and innovation in creative businesses
- You understand the local business and commercial landscape
- You can identify the support needs of a business

- You have a competent working knowledge of Microsoft Word / Excel/ Outlook / PowerPoint / Dropbox
- You have the ability to use communications technology effectively across a range of platforms
- You can produce accurate and well-presented written documents
- You can design and deliver effective presentations
- You can confidently deliver workshops both in person and online
- You can confidently conduct meetings
- You can work both independently and within a medium size team.
- You can manage your time effectively when required to work from home due to broader environmental factors, e.g. Covid-19 pandemic.
- You have a full valid driving licence and access to a vehicle for business use

### **Desirable**

- Knowledge of Cornwall's creative industries sector
- Trained in life coaching or counselling skills
- Experience using online presentation software such as Canva

### **Personal Attributes:**

- Excellent organisational, interpersonal and negotiation skills
- Excellent presentation, verbal and written communication skills
- Good attention to detail with a desire to achieve high quality outcomes
- An ability to work as a fully contributing member of the team, whilst at the same time being self-motivating and self-reliant
- An outstanding, motivating, resourceful and supportive team player with high integrity and respect for others
- Very well organised with excellent time management skills
- A supportive, challenging and empathetic nature
- A proven Completer Finisher who likes to have targets to aim for

**Please note that only candidates who can demonstrate that they can meet all the essential criteria will be shortlisted**

## **Organisational structure**

The Creative Business Advisor reports to the Project Manager and Cultivator Director

## **Key conditions of work**

### **Contract**

Fixed term contract to 30<sup>th</sup> June 2023

### **Salary**

**£35, 700 full time**

### **Pensions**

Creative Kernow will automatically enrol you into The People's Pension if you are aged at least 22 but you are under State Pension age and earning more than £10,000 a year (£833 per month). If you do not meet these criteria on appointment, but you do meet them at a later date, we will automatically enrol you into the scheme then.

If you are eligible to join, Creative Kernow will contribute 3% of your salary. More details about the scheme are available on request.

### **Holidays**

28 days including bank holidays pro rata

### **Hours**

37.5 hours per week

There is some degree of flexitime, but the post-holder will normally be required to work 5 days per week from 10am – 4pm as core hours. From time to time staff will be required to work unsociable hours. A TOIL system operates rather than payment of overtime.

### **Place of work**

The Cultivator office at Krowji, West Park, Redruth, TR15 3AJ, as well as remote home working. The role also involves some face to face attendance at meetings or events elsewhere and travel across Cornwall and the Isles of Scilly to meet with clients. Under the current economic circumstances and in consideration of the ongoing Covid infection rates, we encourage remote working wherever possible.

### **Probationary period**

There will be a four -month probationary period.

## **Diversity Statement**

We believe that a more diverse workforce is a more productive, engaged and successful one too. That is why we want to encourage people from all backgrounds and walks of life to come and share their talents with us at Cultivator.

It should go without saying that we don't discriminate based on factors such as age, race, disability, sexual orientation or gender identity. The things that matter to us are ability, aptitude, potential, passion and drive.

We are more than willing to adapt the way we work to make it easier for people with disabilities or other needs. We also recognise that not everyone is looking for a 9 to 5, Monday to Friday type of job and will always consider other working arrangements.

By embracing diversity we foster a happy, welcoming environment for everyone on our team.

We hope that Cultivator is where you will want to work and want to stay.

## **Flexible Working Policy**

Creative Kernow is committed to equality of opportunity in employment practices and the provision of services and expects that everyone in the organisation will support its policy.

In line with our Flexible Working Policy, this post is open for applicants who wish to apply as a job-share partnership. Both candidates should complete an application form and state that they wish to be considered together.

**Please complete and submit the application form by email only to [enquiries@cultivatorcornwall.org.uk](mailto:enquiries@cultivatorcornwall.org.uk) by 12 noon on Friday 8<sup>th</sup> July 2022**